Special Report:
The new status quo in radio networking

Broadcasting Mar 17

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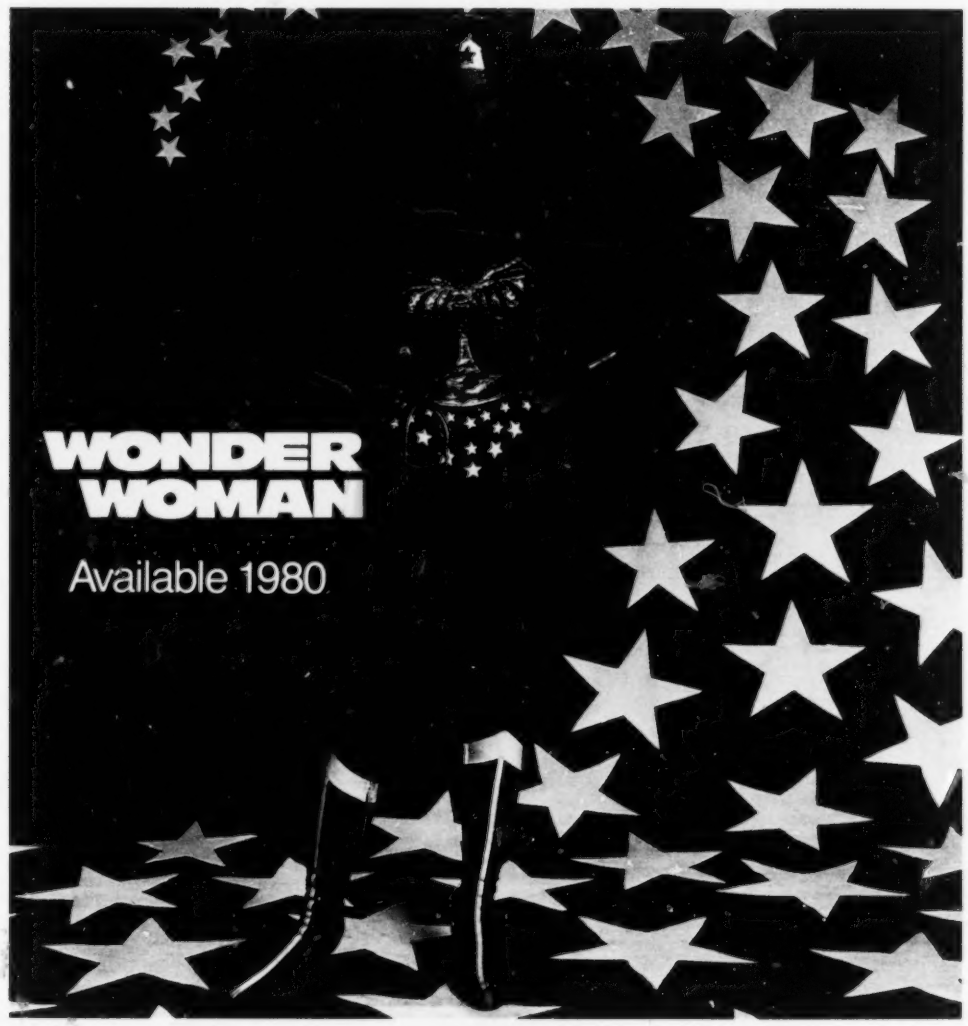
Our 49th Year 1980



Warner Bros. Television Distribution

A Warner Communications Company

The Week in Brief

TOP OF THE WEEK

CARTER-MONDALE UPHELD ☐ U.S. Court of Appeals in Washington says candidates have a right to affirmative access to the broadcast media and upholds the FCC's earlier ruling that the three commercial TV networks violated the Communications Act. **PAGE 29.**

BUENOS AIRES ☐ The American 9 khz proposal passes its first test at the Region 2 conference. **PAGE 29.**

FTC HANGS ON ☐ Congress fails to approve means for continuing the agency's funding, but extends its life for another 45 days with restrictions. **PAGE 31.**

PEACE OFFERING ☐ In Hollywood, ABC Television's Fred Pierce extends an olive branch to the creative community. He calls for mutual understanding of network and producer needs. **PAGE 32.**

PROGRAMING STRATEGIES ☐ A look at what NBC-TV is developing as it prepares to announce its fall line-up April 15. **PAGE 33.**

TURNER'S LATEST RECRUIT ☐ Bob Wussler, former CBS-TV president, becomes second in command at the Atlanta-based operation. **PAGE 30.**

SPECIAL REPORT

THE COMEBACK OF RADIO NETWORKING ☐ Yesteryear's most important medium has reacquired its vigor and growth, with satellites spurring much of the interest. The key executives involved in this renaissance explain why and how it is happening. **PAGE 37.** Pleased with the demographics of radio networking, Madison Avenue looks forward to even more precise pinpointing of listeners. **PAGE 46.** National Public Radio's bright star in this trend is *All Things Considered*, a prestige offering since 1971. **PAGE 54.**

BUSINESS

THE BIG SPENDERS ☐ TVB releases its annual rundown of advertisers on the TV networks last year. The 574 sponsors include 71 newcomers. **PAGE 64.**

LAW & REGULATION

FINER-TUNING ASCERTAINMENT ☐ The FCC clarifies its list of local groups that should be checked by broadcasters. It specifies the inclusion of others—such as homosexuals and the handicapped—if they are in sufficient numbers. **PAGE 72.**

GRANDFATHER STATUS ☐ The FCC waives crossownership rule and approves the transfer of control of the McClatchy stations, clearing the way for approval of the record $65-million sale of KOVR-TV. **PAGE 76.**

MEDIA

PITTSBURGH PROTEST ☐ The loser in the cable franchise competition there goes to court to halt Warner-Amex award. **PAGE 78.**

PROGRAMING

SHOWTIME'S AMBITIOUS MOVE ☐ The pay-TV service restructures it programing line-up and increases hours 40%. **PAGE 82.**

CBS-TV AGAIN ☐ The network takes prime-time ratings honors for the week ended March 9, but ABC-TV stays in first for the season-to-date by a slim margin. **PAGE 82.**

BRICKBATS AND BOUQUETS ☐ The National PTA releases its lists of good and bad programs, along with hero and villain rankings for advertisers. **PAGE 84.**

GETTING THE NUMBERS ☐ The NAB asks commercial telecasters to help it provide the FCC with exact documentation of the amount of children's programing being presented. **PAGE 84.**

JOURNALISM

KOPPEL TAPPED ☐ ABC-TV picks him to anchor its new late-night newscast. **PAGE 85.**

OPEN DOOR ☐ The Massachusetts high court OK's a one-year experiment of cameras and mikes in courtrooms. **PAGE 85.**

TECHNOLOGY

A NETWORK REALITY ☐ ABC-TV starts captioning programs to help the hearing-impaired. **PAGE 86.**

PROFILE

C-SPAN'S LAMB ☐ One year ago America began getting direct reports from the halls of Congress via satellite and cable. It was one fulfillment of Brian Lamb's affection for media and politics. **PAGE 113.**

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The network roster

The number of advertisers that used ABC, CBS and NBC last year and their spending are tracked in annual TVB survey

A total of 574 advertisers used network television in 1979—seven more than in 1978—and their expenditures rose 14% above the 1978 record, according to figures being released last week by the Television Bureau of Advertising.

TVB said the 1979 class included 71 advertisers that were using network TV for the first time—up from 58 newcomers in 1978—and 13 of the 71 spent more than $1 million each.

The TVB figures, offering estimates of network TV spending by each of the 574 network users, were compiled by Broadcast Advertisers Reports. They totaled $4.7 billion (BROADCASTING, Feb. 18).

Procter & Gamble kept its hold on first place in network spending with $289.6 million, 11% more than in 1978. General Foods was second with $203.2 million, up 20%, and American Home Products was third with $122.6 million, up 10%. Rounding out the top 10, in rank order, were General Motors, $117.3 million, up 9%; Bristol Myers, almost $117 million, up 6%; Ford Motor, $97 million, up 22%; Philip Morris, $86.4 million, up 29%; General Mills, $85.6 million, up 2%; Johnson & Johnson, $83.7 million, up 29%, and Pepsico, $72.3 million, up 60%.

Schieffelin & Co. led the newcomers with $4.1 million invested in network TV. Ponderosa Systems, Great Water of France and Century 21 ranked second, third and fourth, each with over $3 million, while Ehrenreich Photo Optical Industries was fifth with $2.7 million.

The 574 companies using network TV in 1979 are listed alphabetically below, with spending estimates as compiled by BAR. An asterisk (*) denotes a newcomer.

Rank		*(ADD 000)*
125	Abbott Laboratories	$ 6,984.1
228	Ace Hardware	2,922.7
544	Adidas Sport Shoe	46.0
297	Adolph Coors	1,651.2
419	Aero Mayflower Transit	483.4
435	Aetna Life & Casualty	408.0
355	AFL-CIO	957.1
486	Agway	196.6
386	Aladdin Industries	696.7
101	Alberto Culver	9,915.1
430	Albertsons*	428.2
330	Alleghany	1,191.7
382	Allied Van Lines	717.0
145	Aluminum Co. of America	5,619.9
487	AM International*	196.1
521	Amerace	100.2
336	American Airlines	1,130.1
173	American Bankers Assoc.	4,265.9
533	American Biltrite	68.8
206	American Brands	3,329.1
238	American Can	2,669.3
48	American Cyanamid	22,604.7
264	American Egg Board	2,093.3
61	American Express	18,675.1
227	American Gas Association	2,938.6
3	American Home Products	122,588.4
558	American Maize Products	21.9
67	American Motors	17,242.9
361	American Opt. Assn.*	906.2
341	American Safety Razor	1,089.0
21	AT&T	54,883.4
204	AMF	3,355.9
210	Amway	3,286.3
474	Anchor Hocking	232.2
277	Anderson Clayton	1,898.8
276	Anderson	1,900.6
17	Anheuser-Busch	63,044.1
517	Animal Fair*	108.1
387	Archway Cookies	681.0
500	Arctic Enterprises*	152.1
541	Arkansas Louisiana Gas	52.6

Length list. Thirty seconds remained the dominant commercial length in television in 1979, representing almost 84% of all spot and local TV activity and increasing slightly to 83.3%—up from 82.6% in 1978—of network commercials, according to a Television Bureau of Advertising report based on annual averages compiled by Broadcast Advertisers Reports.

Ten-second lengths account for 8.2% of spot and local commercials, up from 7.8%, and 60's represented 7.6%, up from 7.4%.

Piggybacks, which in spot and local measurements are counted as two 30-second commercials, were the second most popular form in network TV, representing 12.3% as compared with 12.6% in 1978. Sixties accounted for 2.8% of network commercials, down from 3.3% a year earlier and falling below 3% for the first time, while 10's still represented less than 1%.

TVB's report follows:

Non-network TV commercial activity by length of commercial

	10's	20's	30's	P/B's	60's[1]	Total[2]
1965	16.1%	13.3%	0.8%	5.1%	64.0%	100%
1966	15.6	12.7	0.8	8.8	61.5	100
1967	16.1	12.3	3.0	11.5	56.7	100
1968	14.0	10.6	16.0	11.8	47.2	100
1969	12.3	7.7	32.0	11.4	36.2	100
1970	11.8	4.5	48.1	9.0	26.5	100
1971	12.1	2.4	60.5	4.1	20.7	100
1972	11.6	1.2	67.4	1.8	17.8	100
1973	9.8	0.9	72.7	1.2	15.2	100
1974	8.9	0.6	77.0	0.8	12.6	100
1975	9.1	0.5	79.2	0.8	10.4	100
1976	8.1	0.5	82.2	0.9	8.3	100
1977	8.2	0.4	82.2	0.8	8.3	100
1978	7.8	0.2	83.8	*	7.4	100
1979	8.2	0.2	83.9	*	7.6	100

Piggybacks are no longer shown separately but are counted as two 30's.
[1]60's include commercials 60 seconds and longer.
[2]Total includes miscellaneous shorter lengths.

Network TV commercial activity by length of commercial

	10's	30's	45's	P/B's	60's	Total*
1965	—	0.0%	—	23.3%	76.7%	100%
1966	—	0.0	—	31.5	68.5	100
1967	—	6.4	—	43.3	49.2	100
1968	—	7.9	—	50.4	40.1	100
1969	—	14.4	—	50.8	33.9	100
1970		25.1	—	47.2	27.0	100
1971	—	53.3	—	30.3	15.8	100
1972	—	67.6	—	21.9	10.3	100
1973	—	71.8	—	19.4	8.5	100
1974	—	75.4	—	17.5	6.8	100
1975	—	79.0	—	14.7	5.6	100
1976	—	80.2	—	13.3	5.8	100
1977	—	81.8	0.1	12.9	4.5	100
1978	0.5	82.6	0.7	12.6	3.3	100
1979	0.6	83.3	0.8	12.3	2.8	100

*Includes miscellaneous lengths

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports annual averages.

Bottom Line

On loan. T.A. Associates announced closing of $3.5-million financing for Sconnix Group Broadcasting Inc. Eight-year loan from National Bank of North America is at prime plus 2%, with 12% cap deferral. Proceeds financed acquisitions of WCMF-FM Rochester, N.Y., and WTMA(AM)-WPXI-FM, Charleston, S.C.

□

One disappointment. Selkirk Communications, Toronto, Canadian communications conglomerate with holdings in U.S. and Great Britain, reported profits of $9,909,034 on revenues of $80,986,667 with per-share earnings of $2.46 during 12 months that ended Dec. 31, 1979. That was up from profits of $7,701,075 on revenues of $64,832,456 with per-share earnings of $1.91 in preceding 12 months. Selkirk, though generally satisfied, expressed disappointment with performance of its Meeker Television, rep firm it acquired in late 1978 and which lost six station clients following ownership changes at outlets.

□

RCA salary sheet. RCA Chairman Edgar H. Griffiths was company's highest-salaried executive in 1979 with $428,750 in salary and bonus plus $135,303 in other benefits, according to proxy statement issued in anticipation of annual stockholders meeting May 6. Jane C. Pfeiffer, chairman of NBC, was second highest, with $291,667 salary and bonus plus $135,410 in other benefits. Maurice R. Valente, who became president and chief operating officer Jan. 1, looks to be second highest in 1980, with three-year contract at $400,000 annual salary and at least $200,000 annually in incentive awards (he also received options on 25,000 shares of RCA common at $24 each—it was trading at about 22¼ late last week—and is to receive makegoods for any awards forfeited by leaving ITT to take RCA job, and is to receive $400,000 if his RCA employment is terminated before Jan. 1, 1990, for any reason other than death). Executive Vice President Roy H. Pollack received $238,750 salary and bonus plus $96,221 in other benefits; Executive VP Julius Koppelman, $235,833 plus $92,615; Executive VP George Fuchs $210,000 plus $75,350, and Executive VP William C. Hittinger, $203,750 plus $89,844. Walter S. Holmes Jr., chairman of RCA's new CIT Financial Corp. subsidiary, has new three-year contract at $400,000 annually.

449	Armstrong Rubber	317.3
383	Asahi Optical	710.6
242	Ashland Oil	2,576.4
485	Associated Film Distri.*	200.2
566	Athena*	13.0
178	Atlantic Richfield	4,063.8
368	Avco	829.9
77	Avon Products	14,814.1
326	Azrak-Hamway Intl.	1,244.7
316	Bache Halsey Stuart	1,435.3
339	Banana Bunch*	1,096.8
527	Bancal Tri-State*	87.2
134	Banfi Products	6,288.5
547	Bankers Life of Des Moines	37.9
410	Barclays Bank	499.7
484	Bassett Furniture	201.5
366	Bath Industries	839.3
396	Bausch & Lomb	557.5
146	Beatrice Foods	5,576.0
480	Beconta	217.8
34	Beecham Group	34,549.2
230	Beiersdorf	2,886.7
235	Bendix	2,705.3
165	Beneficial	4,817.5
369	Benjamin Moore	808.7
515	Berol	109.8
120	Bic Pen	7,792.5
362	Binney & Smith	985.2
102	Black & Decker	9,801.0
83	Block Drug	13,653.2
194	Blue Bell	3,626.2
514	Blue Cross	110.2
420	Boehringer Manheim*	482.1
271	Boeing	1,973.0
93	Borden	10,963.7
492	Borg Warner	183.6
372	Milton Bradley	775.1
5	Bristol Myers	116,974.4
469	Brown Group	249.6
144	Brown-Forman Distillers	5,646.4
483	Brunswick	206.7
481	Burmah Oil*	212.2
135	Cadbury Schweppes	6,188.4
457	Cadence*	292.6
476	Calif. Iceberg Lettuce Committee*	228.0
287	Calif.-Ore.-Wash. Dairyman Association	1,784.9
353	Calif. Raisin Advisory Board	984.2
55	Campbell Soup	21,088.7
505	Canandaigua*	142.6
548	Cannon Mills	33.3
142	Canon U S A	5,688.6
74	Carnation	14,959.4
535	Carter For President Committee	68.2
82	Carter Wallace	14,329.6
402	Carter William	534.4
523	Carters Ink	93.5
302	Castle & Cooke	1,607.4
152	CBS	5,334.9
445	Central Soya	344.8
214	Century 21*	3,214.2
184	Champion Spark Plug	3,804.9
321	Chanel	1,336.1
193	Chattem Drug & Chemical	3,634.6
38	Chesebrough Ponds	32,485.3
12	Chrysler	69,589.8
155	Chruch & Dwight	5,238.4
50	Ciba-Geigy	21,902.9
434	Clarion Corp. of America	409.4
559	Clarkson	20.7
28	Clorox	39,578.8
19	Coca Cola	58,482.3
512	Coit International	114.9
496	Coleco	159.5
506	Coleman	140.8
23	Colgate Palmolive	52,998.7
556	College Town*	24.2
537	Colonial Penn Group*	56.8
518	Colorforms	102.0
92	Columbia Pictures	11,427.1
136	Combe	6,069.1
171	Comerco	4,387.6
452	Concept*	305.2
524	Connally for President Committee	92.6
185	Conn. General Insurance	3,794.6
497	Conoco	156.6
32	Consolidated Foods	35,686.6
240	Continental	2,627.5
438	Conwood	405.1
421	Cooper	477.7
399	Copeland*	549.3
501	Copersucar	151.4
373	Cordura*	773.3
143	Corning Glass	5,647.9
117	Cosmair	8,297.8
250	Cotter & Co.	2,359.6
196	Cotton	3,570.6
60	CPC International	19,281.4
460	Craig	279.6
437	Creative Tools	405.2
403	Credit Union Natl. Assoc.	528.0
283	Crum & Forster	1,830.9
503	Crush International	148.0
169	Culbro	4,545.4
394	Cutter Labs	580.2
400	D & S Products	545.4
295	DCM Corp.	1,718.1
324	Dana*	1,282.7
192	Dart	3,635.0
286	De Beers	1,787.2
198	Dean Witter/Reynolds	3,491.7
552	Delaware Management Fund	30.0
525	Delta Airlines	89.2
482	Diet Centers*	207.7
104	Walt Disney Productions	9,676.1
443	Doric Foods*	364.4
109	Dow Chemical	8,963.2
401	Dow Jones	543.3
346	DPF	1,010.4
163	Dr Pepper	4,914.8
71	du Pont	15,762.5
181	Dunkin Donuts	3,938.6
530	Easco*	78.3
329	Eastern Air Lines	1,200.5
35	Eastman Kodak	34,065.9
335	Eaton	1,155.3
233	Ehrenreich Photo*	2,712.7
520	Electronic Realty Association	100.8
294	Emerson Electric	1,720.7
468	Emhart*	252.7
570	EMI	9.5
215	Employers Insurance of Wausau	3,214.1
370	Entex*	792.3
27	Esmark	40,389.1
555	Excel-Mineral*	25.0
170	Exxon	4,436.6
475	Faberge	231.0
237	Federal Express	2,679.0
348	Fidelity Electronics*	995.9
388	Fieldcrest Mills	666.0
360	Filmways	913.3
95	Firestone Tire & Rubber	10,741.8
447	Flambeau Products	330.3
195	C.B. Fleet	3,577.0
536	Fleet-Air*	62.5
97	Florida Citrus Commission	10,465.4
201	Florists Transworld Delivery Association	3,421.1
6	Ford Motor	97,016.0
432	Foremost-McKesson	417.9
412	Fort Howard Paper*	498.0
282	Fotomat	1,836.3
150	Fuji Industries	5,451.4
572	Fuji Photo Film*	6.9
318	GAF	1,413.0
313	Gallery of Homes	1,458.6
80	E & J Gallo	14,438.0
269	Garan	2,004.3
45	General Electric	24,862.6
2	General Foods	203,237.8
342	General Host	1,061.4
571	General Mail	9.2
8	General Mills	85,648.2
4	General Motors	117,313.7
479	General Signal	219.6
99	General Telephone & Electronics	10,284.1
183	General Tire & Rubber	3,865.4
174	Georgia Pacific	4,240.6
24	Gillette	52,673.0
300	Gold Seal Products	1,627.7
156	B.F. Goodrich	5,217.4
64	Goodyear Tire & Rubber	17,941.5
540	Goodys*	53.3
495	Gott	162.5

202	Great Water of France*	3,420.8
58	Greyhound	20,232.3
63	Gulf & Western	18,060.7
381	Gulf Oil	725.7
266	Haggar	2,047.3
85	Hallmark Cards	13,564.8
464	Harcourt Brace Jovanovich*	260.9
510	Hardwick Stove	129.8
189	Harlequin Enterprises	3,705.9
395	Hart Schaffner & Marx	574.3
160	Hartz Mountain	4,985.3
340	Hasbro	1,090.0
472	Hastings	247.2
398	Hearst	551.8
288	L.S. Heath & Sons	1,779.3
314	Heileman Brewing	1,450.6
44	Heinz	25,523.4
200	Helene Curtis	3,444.1
87	Hershey Foods	13,222.5
33	Heublein	35,025.9
303	Hickory Farms of Ohio	1,601.0
292	Hillenbrand	1,736.6
229	Hilton Hotels	2,902.7
312	Hobart	1,474.3
262	Hoechst Aktiengesellschaft	2,164.7
103	Holiday Inns	9,681.9
84	Honda Motor	13,648.6
428	Honeywell	435.0
551	H.P. Hood & Sons	30.0
255	Hoover	2,246.5
252	Hormel	2,302.7
543	Houghton Mifflin*	47.2
241	Household Finance	2,591.3
562	Hubbard*	18.0
568	Hurst	12.4
390	Husky Oil	627.1
259	E.F. Hutton	2,187.8
439	Hyatt*	399.9
284	Hygrade Food	1,810.4
123	IC Industries	7,539.1
455	Idaho Potato Commission	294.0
159	Ideal Toy	4,991.8
249	IFI International	2,384.9
417	Illfelder Toy	490.5
141	Inter Bank	5,698.1
448	Interco	319.7
65	IBM	17,726.9
337	International Harvester	1,112.6
223	International Nickel	3,040.7
298	International Spikes Inc.	1,649.8
70	ITT	16,851.4
490	Invicta Plastics*	192.2
408	J Osawa & Co.	510.2
129	Jaguar Rover Triumph	6,462.6
508	James Industries	138.7
554	Martin Jeffrey	27.4
491	Jel Sert	185.6
459	Jenos	281.7
279	Jerrico	1,876.0
9	Johnson & Johnson	83,736.1
62	S.C. Johnson	18,490.9
296	JVC America*	1,712.5
338	K-Tel International	1,099.7
334	Kawasaki Motor	1,156.2
115	Keebler	8,501.3
20	Kellogg	55,543.1
224	Kemper	2,992.2
349	Keyes Fiber	990.9
473	Walter Kidde	241.2
458	Kikkoman	282.0
456	Kimball*	293.0
91	Kimberly Clark	11,912.1
564	King-Size	14.2
345	Kiplinger	1,036.5
30	Kraftco	36,214.2
560	Krazy Glue	20.2
118	Kresge	8,087.7
569	Kristy Wells*	10.7
306	Kusan	1,568.2
507	L J M Products	140.5
451	La-Z-Boy Chair	306.7
246	Lanier Business Products	2,438.5
509	Larami*	130.7
299	Lee Pharmaceuticals	1,645.1
333	Lego Systems	1,160.3
413	Leisure Dynamics	496.4
331	Lennox	1,183.2
567	Leslie Fay*	13.0
11	Lever Bros.	71,709.1
467	Life Insurance Co. of Georgia*	256.4
100	Liggett Group	10,230.5
377	Lincoln National Life Insurance	748.2
139	Litton	5,815.0
267	Loctite	2,014.7
147	Loews	5,568.0
357	Lorentzen Levolor	943.8
358	Lowes*	937.2
351	J. Lyons & Co.	987.4
127	MCA	6,852.6
426	MJB	439.1
304	Magic Chef	1,598.1
107	PR. Mallory	9,185.8
380	Mannington Mills	733.1
418	Maremont	486.9
43	Mars	26,557.6
563	Gloria Marshall*	16.8
280	Masco	1,856.5
378	Matex*	744.9
273	Matsushita	1,937.7
88	Mattel	12,631.6
98	Oscar Mayer	10,410.2
254	Maytag	2,274.5
281	E.J. McAleer	1,847.3
18	McDonalds	62,456.3
293	Mead Products	1,734.5
216	Mego	3,195.9
450	Melville	307.1
272	MEM	1,963.1
289	Memorex	1,778.9
90	Mennen	11,997.7
363	Mentholatum	872.1
319	Merle Norman Cosmetics*	1,348.0
128	Merrill Lynch	6,640.9
133	Metropolitan Life	6,371.0
176	Michelin Tire	4,169.5
37	Miles Laboratories	33,105.2
553*	Millers Outpost	29.1
528	Million Dollar Life Insurance	81.5
542	Miner Industries*	49.8
114	Minolta	8,526.0
416	Minwax	491.4
140	Mobil	5,711.2
301	Monroe Auto Equipment	1,622.9
239	Monsanto	2,633.5
371	Mony-Mutual of New York	785.1
40	Morton-Norwich	29,022.1
25	Nabisco	49,957.0
519	Natcon Chemical	101.1
462	National Airlines	270.0
344	National Association of Realtors*	1,042.6
231	National Automotive Parts Association	2,821.2
499	National Bakeries Services	152.3
132	National Bankamericard	6,411.1
244	National Fed/Coffee Growers/Colombia	2,509.8
212	National Grape Cooperative	3,239.5
422	National Gypsum	465.5
511	National Potato Advisory Board	118.0
317	National Presto Industries	1,435.0
226	National Star World News	2,951.5
260	National Union Electric	2,184.3
407	Nationwide Insurance	514.4
534	L.R. Nelson Corp.	68.2
26	Nestle	41,443.4
256	New York Life Insurance	2,244.8
466	State of New York	260.2
56	Nissan Motor	20,690.9
199	Nissin Foods USA	3,461.5
454	NL Industries	301.8
470	NLT*	248.6
78	North American Philips	14,792.2
197	North American Systems	3,552.5
493	Northern Natural Gas	180.2
137	Northwest Industries	5,964.4

325	Northwestern Mutual Life Insurance	1,268.9
52	Norton Simon	21,492.0
47	Noxell	24,693.2
236	Ocean Spray Cranberries	2,705.1
406	Olin	519.3
162	Olympia Brewing	4,962.5
433	Orange Bowl Committee	416.0
411	Owens Country Sausage	499.1
149	Owens-Corning Fiberglas	5,493.7
119	Pabst Brewing	7,965.5
405	Paine Webber Jackson & Curtis	521.4
234	Pan American World Airways	2,709.2
461	Parker Pen	275.3
53	J.C. Penney	21,365.5
154	Pennwalt	5,273.1
180	Pennzoil	4,029.1
347	Pentel	1,009.2
446	Penthouse International	335.4
10	Pepsico	72,302.7
385	Petersen	701.5
79	Pfizer	14,496.3
7	Philip Morris	86,445.4
116	Phillips Petroleum	8,307.4
539	Philmon & Hart Labs*	55.6
22	Pillsbury	53,396.4
211	Pioneer Electronic	3,261.3
222	Pittway	3,073.7
409	Pizza Inn	502.9
41	Polaroid	27,090.9
573	Polyglycoat	6.6
111	Ponder & Best	8,781.5
191	Ponderosa Systems*	3,677.3
545	Postal Instant Press*	41.2
423	PPG Industries	453.5
504	Pressman Toy	146.2
1	Procter & Gamble	289,609.8
105	Prudential Insurance	9,445.8
175	Publishers Clearinghouse	4,189.0
188	Purex	3,733.7
516	Qantel*	109.3
31	Quaker Oats	36,016.1
167	Quaker State	4,681.0
364	Questor	871.2
307	Rachengold-Werk*	1,567.6
13	Ralston Purina	69,062.9
247	Ramada Inns	2,433.6
208	Raytheon	3,303.5
51	RCA	21,875.2
315	Readers Digest	1,435.9
522	Reagan for President Committee	94.3
565	Relo Real Estate	13.5
305	Renfield Importers	1,586.3
42	Revlon	26,793.7
148	Reynolds Metals	5,544.2
72	R.J. Reynolds	15,352.7
29	Richardson Merrell	39,175.6
182	Rio Tinto-Zinc	3,938.2
425	A.H. Robins	447.7
221	Roman Meal	3,093.6
285	Rorer Group*	1,798.0
393	Ross Hall	589.8
158	Royal Crown Cola	5,146.0
263	Rubbermaid	2,157.5
253	Rust-Oleum	2,283.4
265	Ryder Systems	2,091.5
350	SCM	989.9
429	SSS	431.6
225	Safeco	2,977.7
549	Sakrete	33.2
122	Sambos	7,620.5
471	Sandoz-Wander	247.4
213	Vidal Sassoon	3,231.8
320	Savin Business Machines*	1,347.0
207	Savings & Loan Foundation	3,304.1
441	F. & M. Schaefer	376.2
36	Schering-Plough	33,891.4
177	Schieffelin*	4,117.4
39	Jos. Schlitz Brewing	31,428.9
440	Schwinn Bicycle	383.5
121	Scott Paper	7,788.6
328	Scott's Liquid Gold	1,240.4
397	Scovill	554.6
81	Seagrams	14,332.8
290	Sealy	1,771.1
203	Searle	3,362.7
14	Sears Roebuck	65,955.9
374	Selchow & Righter	768.2
268	Sentry Insurance	2,009.0
343	Serta	1,058.5
86	Shell Oil	13,417.1
205	Sherwin Williams	3,353.3
415	Shinsei of Tokyo*	491.5
291	Simmons	1,741.4
153	Singer	5,297.7
561	A.D. Smith	19.4
68	Smithkline	16,357.0
362	J.M. Smucker	882.6
502	Snelling & Snelling	149.5
375	Society of American Florists	766.6
112	Sony	8,634.6
94	Southland	10,835.1
414	Specialty Brands*	494.7
220	Sperry	3,094.1
526	Spindex	88.9
424	Spring Air	450.9
546	Springs Mills	40.9
59	Squibb	19,462.6
327	St. Regis Paper	1,244.0
311	A.E. Staley	1,502.7
532	Stanback*	72.0
124	Standard Brands	7,270.7
356	Standard Oil of Calif.	954.3
574	Standard Oil of Ind.	5.5
179	Stanley Works	4,040.0
538	Stanwood*	56.8
131	State Farm	6,418.0
16	Sterling Drug	63,330.9
465	Sterns Nursery	260.5
217	Stokely Van Camp	3,167.4
66	Levi Strauss	17,341.8
248	Stride Rite	2,410.6
209	Strom Brewery	3,289.3
478	Suffolk Marketing	223.0
531	Summit Organization*	77.9
257	Sun	2,213.6
218	Sunbeam	3,160.3
270	Suzuki Motor	1,977.4
172	Tampax	4,352.5
106	Tandy	9,390.3
488	Tappan	194.0
354	Teledyne	958.5
274	Tenneco	1,911.2
108	Texaco	8,983.8
187	Texas Instruments	3,771.3
168	Textron	4,549.8
489	TFI	193.3
151	Thompson Medical	5,346.0
157	Time	5,212.7
96	Timex	10,572.2
186	Tomy	3,775.5
389	Tonka	648.8
392	Tootsie Roll	603.5
275	Toro	1,909.6
379	Totes	736.8
73	Toyo Kogyo	14,982.8
54	Toyota	21,090.0
219	Trailway	3,127.1
436	Trans World	406.0
69	Transamerica	16,020.1
308	Travelers	1,532.4
376	Turtle Wax	765.6
444	Tyson Food*	359.0
513	U.S. Shoe	113.1
126	UAL	6,898.4
49	Union Carbide	22,403.2
442	Union Oil of Calif.	372.8
166	Uniroyal	4,802.3
332	United Aircraft	1,179.8
391	United Brands	609.6
529	United Gilsonite*	79.6
75	U.S. Armed Forces	14,948.1
261	U.S. Government	2,165.1
138	U.S. Tobacco	5,845.7
278	United Technologies	1,892.4
359	Unity Buying Service	918.6
323	Upjohn	1,286.0
309	VF	1,528.0
57	Volkswagen	20,496.6
322	Wang Laboratories	1,299.9
463	Ward Foods	268.5
76	Warner Communications	14,884.1
15	Warner-Lambert	63,692.9
494	Washington Post	177.5
498	Washington State Apple Commission	155.5
557	Webb Toy*	22.0
431	Weber-Stephen	421.8
161	Wella	4,981.1
110	Wendys	8,866.2
550	Western Airlines*	31.1
243	Westinghouse	2,543.2
258	Weyerhaeuser	2,203.5
404	WHAM-O	525.6
130	Whirlpool	6,451.4
367	White Consolidated	831.9
477	Wickes	226.5
427	Wienerschnitzel	437.6
190	Wine Imports of America	3,691.6
384	Witco Chemical	706.3
310	Wolverine	1,516.3
232	Woolworth	2,791.3
46	Wrigley	24,802.4
164	Xerox	4,863.9
365	Yamaha	864.1
245	W.F. Young	2,495.4
113	Zenith	8,526.9
453	Ziebart Process	303.3
89	Zoth Century Fox	12,386.7
251	3M	2,322.9

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses